

Exposition Section

ANNUAL

January 1, 1916

FORTY-SEVENTH

EDITION

SAN DIEGO UNION

SAN DIEGO

WORLD'S FAIR CITY

1915

1916



LOOKING THROUGH ONE OF ARCHES IN CALIFORNIA BUILDING TOWER



DAVIDSON TO PILOT FAIR ANOTHER YEAR

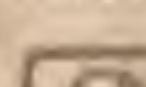
SAN DIEGO WELCOMES

WORLD TO EXPOSITION!

Crayon Portrait of G. A. Davidson, Two Year President of Panama-California International Exposition

San Diego Keeps Promises Made at Historic Opening January 1, 1915; Two-Year Fair Miracle of San Diego Darling City Assumes Host Responsibility

By G. A. DAVIDSON,
President Panama-California International Exposition.

 NE year ago today the Panama-California Exposition of San Diego was officially opened to the world amidst the most impressive as well as democratic demonstration ever witnessed in this city. High representatives of the national government, emissaries from other lands, noted ecclesiastics, state, county and city officials and representatives from nearly a score of other states took part. Under a cloudless sky and with a sun that seemed to bless our undertaking, the San Diego Exposition, with music, song and eloquence, was given to the world.

At that time brave promises were made. They have been kept. It was said that the Exposition would remain open for an entire year. For 365 days the Exposition Beautiful has been the scene of festivity, hospitality and sightseeing. The world has poured through the gates of our city and wondered at the chaste beauty of our Exposition. Distinguished visitors from every part of the world have praised our project and have returned to their homes with a clearer idea of the vast West and with a deep sense of the dauntless and indomitable spirit of San Diego. During the year 1915 San Diego, only a few years ago one of the least known cities of the United States, played host to the world, and enacted a difficult role with a grace and generosity thought possible only by national capitals.

And San Diego was not alone in its work of entertaining millions of visitors. At San Francisco a greater Exposition was in progress and that world-famed city added the magnet that drew armies of tourists to our coast. To San Francisco does San Diego owe much for the success of its Exposition. Not only the two Exposition cities, however, are responsible for the increased fame of California that has gone forth in the world. Our sister city, Los Angeles, played a large part in the work of entertaining and instructing the inquisitive hosts from the East. The three major cities as well as smaller communities all over the state worked together in a spirit of harmony that buried for all time any idea of competition between the different parts of the state.

We are on the threshold of a new year, and San Diego's Exposition, enlarged by a wondrous collection of exhibits from the great world's Exposition at San Francisco, is entering the second year of its existence. It was marvelled that an attempt would be made to keep the Exposition open for an entire year. The miracle has been achieved and a greater one is now under way—the miracle of holding a world's Fair for two years. And well may the world marvel that San Diego is able to maintain at a high state of excellence, with daily programs of pleasure, music, instruction and architectural delight, an Exposition of such magnitude for 730 consecutive days.

This, however, was made possible by the unselfish attitude not only of our own citizens, but of the public-spirited citizens of Los Angeles and surrounding cities, who came forward with moral and financial support, demanding that for the glory of California the San Diego Exposition be kept open for another year.

For 355 days longer San Diego must play host to the world. A grave and heavy responsibility has been laid upon this municipality. Millions of strangers will come to our gates. They will be critical as well as curious. Our part of host must be played with even greater generosity than in the past. The eyes of the world are focused on the Sun City, and the honor, not only of the great state of California, but of the great West is placed in our keeping. May God help us to enact this delicate role with unselfish dignity.

On behalf of San Diego, its city and county, and on behalf of this commonwealth, it is my duty and pleasure as president of the Exposition to extend a warm welcome to the world to visit this favored land of peace and prosperity, and to thank the noble men and women in all walks of life for the support that has made the San Diego Exposition a success.

Crayon Portrait of G. A. Davidson, Two Year President of Panama-California International Exposition



WOMAN'S BOARD SPENDS ACTIVE YEAR

Persimmon" Quarters at
Exposition Proves Pleasing
Entertaining Center

The Woman's Board of the Pan-American Exposition was organized in 1915. The organization was composed of the board of directors, to represent the women of the city and county of San Diego, and to care for the exposition funds especially females appointed as twenty members. It was headed by thirteen of the directors, who accepted the invitation to become working members. The first president was Mrs. J. W. Mayo, during 1915. Mrs. Charles O'Neal and Mrs. Edwin M. Capps were working back over 1915. The building was located in the women's reception room, known as the Persimmon Red room, in the California building, the silence room. The building was a large, two-story building, which has cost nearly half a million dollars. The building was built and headed from all over the United States. The building was a nursery, maintained in a little bungalow beyond the gorgeous city gardens on the north of the

*Ubiquitous Exposition President
Amazes Tourists by Speedy
Changes and Calm Demeanor*

THE rush of functions and ceremonies extended on behalf of the Lincoln-California Exposition to the very last hours before President Cleveland's departure from the White House. The President has reached complete normalcy after an almost two-year illness, tempered and placed him in a real state of exuberant indefatigability. Unfortunate in temperament, polluted in manner, selfish, if not slowly spoiled, those who knew him on his previous visits to the United States day after weary summer, where he showed the speed that enabled him to appear so easily and so late in the proper path of the hour and ceremony without seeming to have disappeared at any interval from the round of events.

One could see President Davidson at 10 o'clock receiving some guests in the White House, at 11 o'clock morning dress in the reception room in the California building and at 12 o'clock, in the afternoon, later taking the governor to Lincoln on the grounds, but wondering over to the delighted Pepper grave, one would see him there as if by magic making the guests at some social picnic at the Hotel Monterey, at 1 o'clock in the afternoon, in the open-air organ pavilion and he might be seen at the delivery of the address of welcome to some visiting organization in the presidential dress. However, one would wonder to a certain well-circled one on the grounds and there he would see the president with presence at some state dinner, at three o'clock, at five, then, attending some elaborate ball, see him having in evening dress.

How was it done? Nobody knew. Perhaps, however, there was a proto-haunt dressing room with a handy vault somewhere near his office. Anyway, being an Exposition president leads one to believe that work, and there was no pay for President Davidson either.

[illegible]

States, Counties of West Add Splendor to San Diego Exposition

Northern Valley Displays State's Size

Products From Sacramento's Fertile Lands Amaze Eastern Tourists; Territory Including Mountains and Valleys, Tells State's Story.

EXTENDING across the entire north end of the Plaza de Panama stands the Sacramento Valley and Mountain Counties building, pronounced by architects and artists to be one of the most beautiful buildings on the grounds, occupying, as its location justly deserves, the most prominent position within the gates of the Exposition.

Within this building, is housed an exhibition of the wonderfully diverse products of the Sacramento valley and its tributary mountain counties. The interior of the building is as massive and sturdy as the exterior. An installation of the products of the great valley presents a pleasing contrast to other beautiful exhibitions to be found in the various buildings.

The features that arrest the eye of the visitor is the impression of space, room, the wide, unobstructed interior being devoid of the usual clutter and great store of exhibits. The interior is a light and airy, with a high ceiling and a floor of polished wood. The walls are of a light color, and the lighting is of a soft, even glow. The building is a masterpiece of architecture, and its interior is a model of efficiency and beauty.

The Sacramento Valley building, which was created and is being maintained by a board of exhibition commissioners, is composed of the following representatives: From each of the ten counties exhibiting at San Diego: Kenneth Phillips, president, Sacramento county; Charles F. Wyre, commissioner, Solano county; E. L. Sussler, commissioner, Tehama county; Thos. G. Patton, commissioner, El Dorado county; D. A. Shellen, commissioner, Glenn county; H. J. Dunning, commissioner, Yuba county; C. F. Prior, commissioner, Colusa county; John A. Logan, commissioner, Shasta county; L. C. Flournoy, commissioner, Plumas county; A. Farver, commissioner, Placer county.

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RICE LANDS YIELD ABUNDANT CROPS

ONE of the most interesting exhibits in the Sacramento Valley building, and one that draws much of the public, is not only of the valley, but of the state of California, is the splendid rice exhibit installed in this building. Rice is one of the leading crops in the world. There are probably more people here on rice than any other cereal grown. We estimate in the United States annually about 100,000,000 bushels, and of that amount 80,000 bushels is imported annually into the United States. About 25,000,000 bushels are raised in the southern states.

In 1909 the secretary of agriculture became convinced that rice should be grown in California. He knew we had the soil and climate. The only missing quantity was water, and as the most abundantly watered section of California is the Sacramento valley, he established an experimental rice growing station at Delta, in Butte county. These ex-

periments resulted in a prize was awarded this mineral exhibit by the Panama-California Exposition jury of awards.

The lumber exhibit, while not large, is interesting, showing the soft wood timber industry, comprising sugar pine, white pine, yellow pine, spruce, fir and cedar. One clear sugar pine plank measures 54 inches in width.

There is installed in this building an exhibit of every agricultural product grown in California, with the single exception of cotton. There is no agricultural product known in California that does not grow commercially profitably in the Sacramento Valley and its tributary mountain counties. All agricultural conditions soil water and climate are typically Californian. These conditions are as near ideal as can be found in any part of the state.

Representative Board

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General View Showing County and State Buildings in Order Named From Top: Southern Counties, Sacramento Valley, New Mexico, Kansas, Kern and Tulare, Nevada, Washington, Montana, San Joaquin, Utah.

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MONTANA EXHIBIT BOOSTS STATE'S RESOURCES

Sixteen Awards Captured at Panama-California Exposition

FINE MINERAL DISPLAY

Paintings of Natural Scenery and Crops Decorate Building

By I. A. FYLE.

The Montana State building and exhibit at the Panama-California Exposition was made possible by the generosity of ex-Senator W. A. Clark, of Butte, Montana, who donated the building. The exhibit was furnished by the state.

The Montana building has one of the best locations on the Exposition grounds, being built on the highest knoll, from which there is a beautiful view of the "Harbor of the Sun" and the Balboa park. The building is one of the largest state buildings, and built along lines different from the rest of the Exposition buildings.

The interior of the building shows the most artistic work of grains ever seen at any world's fair. There are beautiful panels of oats, barley, clover, alfalfa and a wonderful frieze made of a frieze of oats, barley, straw, wheat, will grasses and flax.

A large reception room contains beautiful old-fashioned open fireplace with a rustic mantel made of boulders. The rustic baby grand piano is made of weathered oak to match the rest of the room. Papers are received from all cities and towns in Montana and kept on file for persons visiting the building. The walls are hung with paintings of the Glacier National park and pictures of some of the finest mountain scenery in the world, furnished by the Great Northern Railway Company. There is also a smoking room for gentlemen and a rest room for ladies.

A display of large sugar beets shows Montana's sugar beet raised from seed grown in Montana. Up until the European war America has been getting its sugar beet seed from Germany. The exhibit includes a display of the potatoes that made Montana and the Northern Pacific Railway famous, "the route of the big baked potato." Some of them weigh as much as eight pounds, solid and as fine flavor as small ones.

Montana spent the least of any state on its exhibit and received almost three times as many awards as any of the other states—sixteen awards in all. Montana was awarded grand prize for agriculture exhibit and gold medals for wheat, oats, barley, peas, flax, grasses, rye, alfalfa, clover, flour, brick, park exhibits, state building and exhibits.

The management of the building in housing the state has had the advantage of Montana's wonderful 1913 crop. The wheat is winter wheat going as high as seven-eighths of a bushel to the acre with an average yield of 15 bushels to the acre. The total crop of 10,000,000 bushels; a heavy yield of oats of an extra quality and a bumper crop of the famous Montana "Wonder" potatoes. The state as a whole is in the most prosperous condition it has ever been in its history. Copper, silver and gold mines are running overtime. Butte, a city of 70,000 population, has a monthly pay roll of \$1,000,000. The construction work is starting on and settling in from all parts of the United States.

The state with its wonderful natural resources still undeveloped needs people and capital, and expects great results from its exhibit at the Panama-California Exposition.

SALT LAKE EXHIBIT HOME-LIKE CENTER

Attractive Building of Railway Company Delights Thousands of Fair Visitors.

Known as the home of hospitality, the beautiful building erected and maintained at the San Diego Exposition by the Salt Lake Route and Union Pacific system, was the center of continuous social activity during the year 1910.

As testifying to the popularity of the building, the Exposition jury of awards awarded the building a gold medal and designated it as a unique structure at the Exposition. The building itself is as novel as its location and contains a magnificent exhibit room illuminated with photographs and photographic transparencies illustrating the social and development features along the Salt Lake Route, the Union Pacific and the Oregon Short Line. At one end of this exhibit hall is a electric bird's eye view in oils showing the Salt Lake Route and its tributary country, while the other end of the room is occupied by a compilation map of Yellowstone Park as reached by the Union Pacific system.

NEW MEXICO RETURNS RICH FROM DISPLAY AT SAN DIEGO EXPOSITION

By WALDO C. TWICHELL, Assistant Manager, New Mexico Building.

It was a task of magnitude to be executed under peculiar difficulties that was entrusted to the New Mexico Board of Exhibition Managers, appointed by Governor William C. McDonald, under legislative direction, and consisting of the following: Colonel B. E. Twichell, of Santa Fe; Dr. J. J. Shuler, of Alamosa; Sam T. Clark, of Deming; Guy A. Reed, of Carlsbad; Secretary and Treasurer, and appointing Colonel A. E. Kuchler, Jr., of Albuquerque, commissioner of publicity, Paul A. F. Walker, of Santa Fe, publicity secretary, and Dr. Fayette A. Jones, president of the New Mexico School of Mines, coloring commissioner.

The legislature had voted an appropriation of \$30,000 which was not actually available until the taxes paid in 1910 and 1911 had been collected. A business organization had to be created and a staff selected which would carry out the plans of the commission. The legislature designated that a suitable building be

erected in San Diego and exhibits provided for and placed in time for the opening of the Exposition on New Year's Day, 1910, eleven months before the last taxes had been collected out of which the last balance of the \$30,000 appropriated was to be paid.

New Type Building

The New Mexico Board of Exhibition Managers at the very outset of its undertaking asked for the submission of designs and specifications for a building in the typical New Mexican architecture as exemplified in the mission church and public buildings of the Franciscans and the Spanish conquerors of 300 years ago. The plans submitted by Architect L. H. Rago, of Santa Fe, were accepted. There were some misgivings as to the commission being able to meet the cost of so noble a edifice, but through very able financing it became possible to erect it for a sum far below what had been deemed possible.

The New Mexico building at the Panama-California Exposition has been called an inspiration. True it is, that among the magnificent structures at the Exposition Building, there is not one more appropriate, more impressive or more significant.

The exterior of the New Mexico building is in greater part a replica of the Franciscan mission church on the "Rock of Acoma," a church that was built in 1629 A. D. and was the only ecclesiastical structure to survive the terrible Indian rebellion of 1680 A. D. It is a fort and castle-like structure, almost square, but also magnificent in its simplicity and with many massive buttresses. In order to lighten the heaviness of the facade of the church portion, the balustrade, as it is found in the mission of Cochiti, was reproduced. The church has the characteristic bell tower and is connected with the convent by an enclosed arcade, which has survived, in the replica at San Diego, as the display room for the prize-winning mineral exhibits. The church, arcade and convent surround a delightful Plaza of court.

Coloque Picture Hall

In the church is located the main auditorium, which has been pointed out as a unique motion picture theatre. It has been furnished in mission style following very closely the original building at Acoma. The walls are high and plain; upon the walls are hung a number of very old plac paintings taken from the New

Mexico missions. The roof is supported by "vigas" or rafters held in place by curiously formed and carved wooden capitals. This auditorium will seat 600 people. Here are shown over 20,000 feet of motion picture film and 3000 stereoscopic slides used with the lectures covering every resource of New Mexico.

In the ground floor portion of the exhibit are located the historical and archaeological exhibits of the prehistoric Indian villages and the old landmarks of the famous "Santa Fe trail." The walls are covered with photographs of the Franciscan missions, which were built a hundred and fifty years before the California churches, pictures of the pioneers of New Mexico and a complete photographic collection of all the governors of New Mexico, dating from the American occupation in 1848 to the present time. Other rooms are devoted to reception and rest rooms for the women.

Government Exhibits

On the second floor is located the exhibit of the United States government showing the work of the forestry service, not only in New Mexico but in the entire Southwest.

The present Exposition year is over and in an advertising venture such as this the question arises: does it pay? New Mexico's exhibit not only represents a total expenditure of \$55,000, but never before has the "Sunshine State" been so successfully and so thoroughly advertised as she has been last year at San Diego. New Mexico people are more than satisfied with the investment and are now making plans to continue the display on a larger and more elaborate scale throughout the coming year.

Money Profitably Spent

The management of the building has kept a close and accurate record of the work done the past twelve months and they found that by the end of December approximately a half million people had visited the building during the year, or in other words it has cost New Mexico but eleven cents for each person that has set foot inside the door of the state exhibit. During the twelve months past we have been visited by approximately thirty-two per cent of the paid attendance at the Exposition. The pass rate was not taken into consideration, as that is generally the employees. The pay gate is the

tourists. Our register contains over 75,000 names which are available for future use. A special register contains the names of nearly 3500 residents of New Mexico who have visited San Diego this past year. To the reader \$500,000 might not seem like a great number, but when we say that this number means one out of every 125 people residing in New Mexico came to California and to San Diego this year, the full significance is felt.

Give Many Lectures

Our lectures and motion picture programs have been most successful. We have given on an average of twelve shows a day with an average attendance of fourteen persons per show. We have distributed over 50,000 pieces of literature on New Mexico, one item being 25,000 copies of the free souvenir book of over 300 pages on "New Mexico—The Land of Opportunity," which cost the state almost thirty cents for each copy. But it was a good investment. The various commercial clubs, business organizations, banks, newspapers and individuals report that never before have so many inquiries come in to all parts of the

state as at present and a great portion of them can be traced almost directly to the New Mexico building at the San Diego Exposition.

We have been treated royally by the press of San Diego and the country at large. The value of the publicity received is far in excess of the entire sum expended by the state on the display at the Exposition. New Mexico has been most hospitably treated by San Diegoans and the state of New Mexico appreciates it and in the years to come may San Diego be benefited by her most wonderful Exposition and the completion of the new railroad to her eastern territory, which means much to New Mexico, as it offers to us the shortest and best route to the water for our coal, copper, iron, lumber, wool and cattle.

So far as is known not a single arrest was made in the Exposition grounds during the year. This was due in a large measure to the stringent police methods that had been provided. Worth went forth that the fair grounds would be an uncomfortable place for the criminal class. They took the hint and gave the grounds a wide berth.

SAN DIEGO'S DREAM CITY SPARKLES LIKE A

Matchless Architectural Exposition In Midst of Semi-tropical Grandeur Invites World Tourists Second Year;



Panorama View of Exposition



The Plaza de Panama From an overhanging Balcony

Exposition Beautiful Triumphant Closes First Successful Year

San Diego Pluck Praised; World Tourists Marvel at Spanish Dream City; Many Conventions Entertained; Liberty Bell Patriotic Attraction; Children Take Prominent Part; Financial Success Assured.

By LEWIS H. FALK.

Director of Publicity, Panama-California Exposition.

ATTENDED by practically 2,000,000 visitors from all quarters of the world, the Panama-California Exposition at San Diego has just rounded out twelve months of operation which will be set down in exposition annals as a distinctive achievement in the world of big endeavor. Like a thoroughbred which has made every post a winning one, the Exposition has, in each month of its operation since its opening January 1, 1915, returned a financial gain. Thus, such forecasts that have been made in the past that expositions at their best can be operated only a short time successfully have been contradicted. The prophets did not figure with golden climate, wealth of resources or immeasurable pluck and determination.

Three hundred and sixty-five days have elapsed since San Diego gave birth to its dream of years, and now, secure in success, this city of big ideas points with pride to its accomplishment, for the Exposition stands as a monument to its daring, business acumen and liberality. It is not a task of small proportions for a city of San Diego's size to build and operate an exposition which should win unstinted praise from world travelers.

Exposition Attendance

Is Cosmopolitan

With Europe's doors closed to tourists on account of the war, the Exposition drew a heavy attendance in its opening month last January, satisfied its patrons and they went back to their homes imbued with the idea that the sons of the West had built on a high mesa overlooking San Diego an Exposition beautiful far different from any in history and so different in detail from the one at San Francisco that the two could not be considered rivals. Through an average attendance which, while not up to expectations, was sufficient to yield a profit, the Exposition was opened in January, February and March. The tourist trade, which affected in March and soon an

appreciable increase in visitors was noticed. Then came May, the last of the spring months, and attendance totaled 175,515. June gave approximately the same figure, while the vacation months of July and August contributed heavy patronage. July, going down as a banner month, with 201,937. Throughout the late summer and fall the decline in attendance has been the natural result of the slight decrease in Western travel, but with the advent of cold weather in the East travel to the Exposition again increased. According to estimates of Exposition officials, attendance in November was approximately 125,000, while December was over the 100,000 mark. The Exposition has been cosmopolitan in its attendance as well as



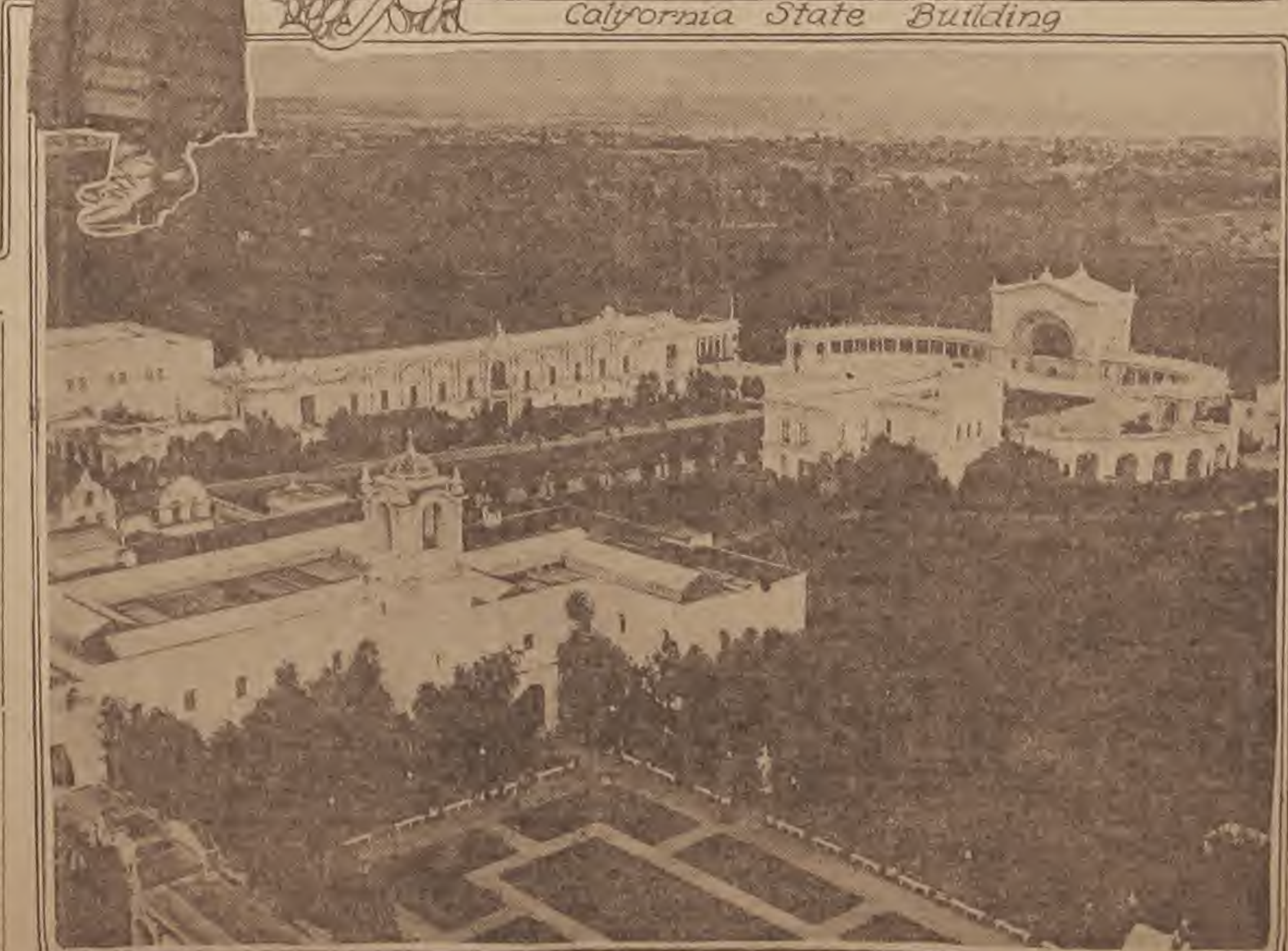
Spanish Dancers

in attractions. During the year it has been visited by twenty governors of states in the United States, Vice President Marshall, Colonel Theodore Roosevelt, former president William Jennings Bryan, former secretary of state, Franklin K. Lane, secretary of the interior, Josephus Daniels, secretary of the navy, Lindley M. Garrison, secretary of war, William M. McKim, secretary of the treasury, and scores of United States senators and representatives. Had it not been for important international conventions brought on by the European war and the Mexican situation, President Wilson would have headed the list of distinguished visitors. His regret at inability to attend is expressed in a message in which he gives liberal praise of the perseverance and pluck necessary to build and operate successfully for a year such a laudable Exposition. The United States has not alone, however, contributed all of the distinguished visitors throughout the year; for dignitaries have come from many countries, all to be entertained by President G. A. Davidson, whose dedication to the Exposition has been a large factor in its success. At sacrifice of private business, President Davidson has been a twenty-four-hour man on the job throughout the year and his energies were directed towards making the Exposition successful, not for any financial remuneration he would receive for he was paid no salary, but purely for the love of directing an enterprise with which he had been associated since its inception.

As has been indicated, attractions

at the Exposition add, from those furnished by the beauty of grounds, artistic arrangement and comprehensive exhibits, have been as cosmopolitan as personnel of patronage. The Exposition has been the common meeting ground of all classes and creeds, likewise the clearing-house of ideas for the entertainment of those who will be amused only by departures from stereotyped programs. Entertainment has been of a broad, varied variety, diversity being the keynote. Whether special attractions took the form of an open air ball at night in the Plaza de Panama, competitive drills by crack military and fraternal organizations, thrilling oratory from nationally known men, a Shakespearean festival on a grand scale or aerial inequality furnished by some headless aviators and duck hunters, it was always something new, interesting and different. Thus the Exposition with its diversity was able to attract and amuse every day those residing in its nearest borders.

Conventions held in great numbers visited the Exposition. Practically every line of industry and many of the arts and sciences were represented by these gatherings. Long before the Exposition's opening, national organizations seemed to realize the benefits to be derived from choosing the Exposition as a convention ground. Several special trains plying in convention delegates to large numbers arrived each week and conventions to the number of variety from that of the National Association of Ice Cream Manufacturers to the California Teachers Institute, Southern Sec-



Looking toward southern part of Exposition Grounds

RARE JEWEL BENEATH CALIFORNIAN SKIES

Golden State Demands Fair Continue As Nation's Host For Glory of Empire West of Rocky Mountains



Entrance to Food Products Building



The Liberty Bell in Plaza de Panama



Field Artillery Drill on Marine Grounds at Exposition.



The Prado

meat, U. S. Marine Corps, commanded by Major W. N. McKelvey, established a model camp with the Exposition's opening. At this camp was seen the daily life of Uncle Sam's men and their drills and reviews have done much to give the public a better understanding of military service. In these days when greater national preparedness is being urged, it is not the natural result that Exposition visitors should give the military at the Exposition a closer scrutiny. Through the efforts of Colonel J. H. Foundation, commanding officer of the regiment, Dr. Marines have been available for many programs throughout the year, while the regimental band has played daily concerts.

Military Plays Part
With its camp pitched just outside the Exposition grounds, a squadron of the First Cavalry, commanded earlier in the year by Captain George Van Horn Moseley, and more recently by Major William T. Little, has taken part in all the military activities. At various times the companies of coast artillery from Fort Rosencrans, near San Diego, have participated in the big military turnouts, escorts and parades. The Thirteenth Band, Coast Artillery Corps, which has been a musical attraction during the entire year, took quarters near the grounds in the summer that it might be more readily available at short notice.

But Uncle Sam's land forces did not hold all the attention, for frequently the commissioned and enlisted personnel of Pacific Fleet warships regaled with drills and parades. This was accomplished through the courtesy of Admiral T. H. Howard, who until recently commanded the fleet, and his successor, Admiral Cameron MacKee. Winslow has established his willing cooperation in the Exposition events. Of national importance, one event stands out in luminous light in connection with the navy's activities. This was the visit to the Exposition of 500 Annapolis midshipmen, all of whom made the cruise from the Atlantic seaboard through the Panama canal to San Diego. This was the first port of call. Military organizations, not in the regular establishment, also made official visits to the Exposition and notable among these were the Richmond, Va., Light Infantry Blues, the First Regiment Infantry, National Guard Illinois and the Salt Lake City High School Cadets.

Music Prominent Feature
In an exposition which is developed with art, it was surely appropriate that music should be given much consideration. Throughout the year the daily programs at the Spreckels organ by Dr. H. F. Stewart, official organist, have been a pleasing feature. This organ, the greatest outdoor organ in the world, was presented to the city of San Diego by A. B. and John D. Spreckels. In a commanding position, it stands as a monument to their generosity, for the structure and instrument cost \$100,000. This organ has been the scene of many successful entertainments, at times calling the world's greatest soloists and orchestras. The concert given by Mrs. Ernestine Schumann-Helldorf to the citizens of San Diego proved a distinct success in the Western musical world. Mrs. Schumann-Helldorf sang to 25,000 people.

On the long list of artists who have appeared at the organ are the names of some of the world's best known singers, musicians, composers and dramatic stars. A few who have been heard during Exposition year are Signor Florindo, Comedian, Ellen Beach Yaw, Carrie Jacobs Bond, Claudia Albright, Hamlin Hunt, Warren T. Allen, Will O. Macfarlane and Miss Alla Nazimova. Several times San Diego talent has been heard in musical programs.

Throughout Exposition year San Diego waited with keen anticipation its greatest day. This, San Diego Day, was observed November 17, when an attendance of about 40,000 testified to the popularity of the Exposition with San Diegans. In preparing for the day, the Exposition was well equipped to turn a mammoth crowd into the Exposition grounds. San Diego Day, Loyalty of commercial San Diego was shown on this day, when all places of business were closed at noon. This city-wide closing also established another record and for the first time San Diego was a city, excepting on the days required by the state laws, the schools also joined in the closing movement. Of the many celebrations held at the Exposition throughout the year, none was attended with as much success as San Diego Day. It came at a period when the Exposition could make its success known by deeds rather than by words. It was a celebration of achievement.

Western Resources
Bolt for the purpose of exploiting the resources of California and the West closest to it, the Exposition stock steadily to its purpose throughout the year. It was the point from which information was disseminated and home-sickness was distributed. Such information was circulated at the various state and county buildings and by mail, and by means of settlement on southwestern lands was not only a direct result of the Exposition.

In commercial and industrial displays a difference between this and other expositions was noticed. The Exposition marked the departure from the old line of exhibiting what one saw of better houses or a certain sort of agricultural implement, contrasted with dozens of others for scores. In choosing exhibits for the

5000 school teachers from the southland. Each exhibit was made the occasion of special celebration. To show that the Exposition in its celebration was not composed by accident to narrow lines drawn by circles of California, the observance of Chinese New Year in February is cited. Then again, the celebration of Japan Day in September. Canada was also given a special day, while each state had a state day. Standing out as distinctive for the influence created for better citizenship was the three-day exhibition of the Liberty Bell. In no place in the country where the Liberty Bell was exhibited on this year's tour was any more honor paid it than at the Exposition. Well did it seem to fit in with Exposition atmosphere, an atmosphere which reflected in architecture of buildings the early struggles on Southern California shores for the establishment of Christian liberty and a better life.

Children's Fair Successful
Exposition success must not be measured alone by work contributed by grown-ups. Young Americans have had their part to play and well in the rear of the state buildings, the Second Battalion, Fourth regi-

(Continued on Page 7)

CELEBRITIES CAPTURED BY CAMERA AT EXPOSITION



1—Theodore Roosevelt. 2—Nicholas Longworth. 3—Vice President Thomas Marshall. 4—President G. A. Davidson of Exposition. 5—Hon. Champ Clark. 6—William Howard Taft. 7—Theodore Vail. 8—Joe Cannon. 9—Gov. Hiram Johnson of California. 10—Mrs. Eleanor Wilson McAdoo. 11—William McAdoo, Secretary of Treasury. 12—Mme. Schumann-Beink. 13—Hon. Seth Low. 14—William J. Bryan. 15—Count Del Valle de Salazar. 16—Countess Del Valle de Salazar. 17—Franklin D. Roosevelt, Assistant Secretary of the Navy. 18—Senator John Weeks, California. 19—Admiral W. F. Fullam. 20—William R. Hearst. 21—Mrs. William R. Hearst. 22—Mayor James Rolph of San Francisco. 23—Mrs. James Rolph. 24—John Barrett. 25—Thomas A. Edison. 26—Boisa Penrose. 27—Henry Ford. 28—Admiral Thomas B. Howard. 29—Gov. Whitman of New York. 30—Mrs. Whitman of New York. 31—Maharajah of Karpatala. 32—Maharane of Karpatala. 33—Col. George Goethals. 34—Gov. Spry of Utah. 35—Mayor George Thompson of Chicago. 36—Mrs. George Thompson of Chicago. 37—Minister Martin Burrell, Canada. 38—Gov. Fielder of New Jersey. 39—Charles Schwab. 40—Norman E. Mack. 41—Admiral Uruin, Japan. 42—Senator Theodore Burton. 43—Martin H. Glynn. 44—Admiral C. McR. Winslow. 45—Gov. Goldsborough, Maryland. 46—Admiral Dewa, Japan. 47—James Lynch, New York Labor Commissioner.

Forty-Seventh
Annual Edition
1869-1916

The San Diego Union

AND DAILY BEE—THE PIONEER NEWSPAPER OF SOUTHERN CALIFORNIA
SAN DIEGO, CALIFORNIA, SATURDAY MORNING, JANUARY 1, 1916

Panama-California
International
Exposition, 1916

OUTDOOR ORGAN, GIFT OF JOHN D. SPRECKELS, DELIGHTS WORLD MUSICIANS AND EXPOSITION PLEASURE SEEKERS



Crowd Listening to the Great
Grounds, Donated to City

Outdoor Organ on Exposition
By John D. and A.B. Spreckels.

DISTINGUISHED VISITORS MAKE TOURIST MECCA OF SUN CITY

Fulfilling a claim made several years ago when the Exposition was in process of construction, San Diego during the year 1915 proved itself one of the most hospitable cities in the world. The city and its citizens were called upon to be hosts to distinguished guests from all parts of the world. The many kind words in letters of thanks received by San Diegans testify to the splendid manner in which San Diego acquitted itself as a civic host.

The war which raged in Europe made the Pacific coast and particularly San Diego the Mecca for tourists who usually spend their holidays in the old country. Persons who had never seen America, or at least that vast part of America which lies west of the Rockies, took

the opportunity to have a look at their own country. They came across the mountains and plains literally in countless armies. Many hundreds of thousands reached the sun city.

But these were not all. Besides the distinguished visitors, the city acted as host to many organizations, in some cases the representatives being numbered up in the thousands. The hospitality accorded was of the sincerest character and few visitors who have spent even a short time here have not left without reluctance and with a firm resolve to return.

Homelike Charm Praised
Practically every visitor to San Diego has felt the homelike charm which is characteristic of the south-west. The stranger meets with no rebuff and on all sides is treated with a courtesy that is too often missing back home. On all sides interested persons are ready to pro-

vide information and not infrequently the stranger is taken in hand and treated as a private guest. Always the gates of San Diego are open to the visitor, who in a short time becomes a part of the community. The hotels and rooming houses during the year have maintained a uniform rate with a special effort to improve the service. There was no "snobbery" during Exposition year, and in hundreds of cities the accent of San Diego is a topic of conversation between satisfied tourists who have partaken of its generous hospitality.

Following is a partial list of distinguished persons who visited San Diego in 1915:
Julia Allard, Minister of Lands and Forests for Province of Quebec, Canada.
L. R. Anthony, Member of Congress, Washington, D. C.
Eugene D. Boyle, Governor of Nevada.
It. Livingston Beekman, Governor of Rhode Island.
General George Barnett, Head of United States Marines.
William Jennings Bryan, former Secretary of State, Lincoln, Neb.
John Barrett, Director-General of Pan-American Union.
Marlin Burrell, Canadian Minister of Agriculture.
Robert N. Bulla, President, Los Angeles Chamber of Commerce.
Colonel J. Wellington Bowie, Howard A. Banks, Secretary to Secretary of the Navy.

Fred A. Britten, Member of Congress.
Dr. and Mrs. Christian Brinton, Ast. Critics, New York City.
George W. Clarke, Governor of Iowa.
Arthur Capper, Governor of Kansas.
Joseph L. Cannon, Member of Congress.
Thomas B. Catron, U. S. Senator from New Mexico.
B. D. Caldwell, President, Wells Fargo and Company.
Ford Ashman Carpenter, Chief, Weather Bureau, Los Angeles, California.
Baroness Daniel de Croze.
Chen Hsun Chang, President, Honorary Coml. Commissioners of China, accompanied by other commissioners.
Commissioner General A. Camilleri, U. S. Immigration Bureau.
Marcella Craft, California singer.
Miss Marjorie Curtis.
Miss Marion Clark.
Edward F. Dunns, Governor of Illinois.
Admiral Baron Shigeta Dewa, Tokio, Japan.
Alfred Deskin, President, Australian Commission, P. P. I. E.
Lieutenant-Governor de Baca, New Mexico.
H. Y. Lignell, Pennsylvania Lines.
Grace Darling, Heart-Sea star.
Jose Guadalupe Estudillo, San Diego Pioneer, San Jacinto, California.
James F. Fielder, Governor of New Jersey.
Charles W. Fairbanks, former Vice-President.
Admiral W. F. Fullam, Annapolis Cadet.
J. Fitzgerald, Member of Congress from New York.
Philip Lee Goldsborough, Governor of Maryland.
Burtram G. Goodhue, Architect, San Francisco.
Henry S. Graves, Chief of United States Forestry Department.
W. S. Hammond, Governor of Minnesota.
L. B. Hanna, Governor of North Dakota.

(Continued on Page 5, Col. 6.)

THE NEW YORK HERALD. THE CHICAGO DAILY TRIBUNE. THE POST-INTELLIGENCER. THE PITTSBURGH DISPATCH. THE NEW YORK TIMES. THE BOSTON GLOBE. LITERARY DIGEST. THE CHRISTIAN SCIENCE MONITOR. THE AMERICAN LEDGER. THE BOSTON HERALD. THE DETROIT FREE PRESS. THE LEAVENWORTH TIMES. NATIONAL MAGAZINE. THE SATURDAY EVENING POST. THE PENSACOLA NEWS. THE SALT LAKE HERALD-REPUBLICAN. EASTON FREE PRESS. THE SAGINAW COURIER-HERALD. THE EVENING TELEGRAPH. THE CUMBERLAND PRESS. FORT DODGE MESSENGER. THE TEA & COFFEE TRADE JOURNAL. THE SAN DIEGO EXPOSITION. THE SUNDAY CITY. THE SUNDAY NURS. THE ROTARIAN. PAN AMERICA UNION. MUSICAL COURIER. HOT SPRINGS NEW ERA. THE DES MOINES REGISTER.

[illegible]

TOTAL CAPITAL OF ALL THE BANKS

BANK OF COMMERCE and TRUST COMPANY

COMMERCIAL, SAVINGS, TRUST and BOND DEPARTMENTS

Condensed Statement at Close of Business October 16, 1915

Loans	\$2,083,302.99	Capital	\$ 500,000.00
Bonds	956,522.06	Surplus	275,000.00
Fixtures00	Undivided Profits	18,042.82
Coronado Branch Building	32,000.00		
CASH AND EXCHANGE	1,115,203.06	DEPOSITS	3,393,985.29
	\$4,187,028.11		\$4,187,028.11

Julius Wangenheim, President

Milton H. Epstein, Cashier

S. W. CORNER FIFTH AND E STREETS, SAN DIEGO, CAL.

Merchants National Bank

GRANGER BLOCK—FIFTH AND BROADWAY

Capital - - - - - \$100,000.00
 Surplus (all earned) 500,000.00
 Undivided Profits 90,000.00

Your attention is called to the SURPLUS AND UNDIVIDED PROFITS of this Bank. This represents the total profits that have been earned since the bank started in business, which have not been distributed in dividends to its stockholders. It is the fund accumulated and set aside for your protection. Your attention is especially called to the fact that this fund is the LARGEST held by any banking institution in the city of San Diego.

SAFE DEPOSIT
BOXES, \$2.00
AND UP.
TRAVELERS'
CHECKS.
DOMESTIC
EXCHANGE.
FOREIGN
EXCHANGE.



THE FOUNDATION
OF HAVING
IS
SYSTEMATIC
SAVING.
START A
SAVINGS
ACCOUNT
TODAY.

FIFTH AND E STREETS

W. S. DORLAND, President.

L. A. BLOCHMAN, Vice President.

SAM FERRY SMITH, Vice President.

O. E. DARNALL, Cashier.

P. C. KELLY, Asst. Cashier.

Savings Department Open Saturday Evenings
6:30 to 8:00 P. M.

UNIVERSITY AVENUE BANK

COMMERCIAL SAVINGS

SAN DIEGO, CAL.

Capital \$50,000.00 Surplus \$12,000.00
 Deposits \$350,000.00

This Bank has been established eight years at the corner of Sixth and University Avenue and it has been a successful, progressive bank from the time it opened its doors.

Chas. T. Chandler, Pres.

Wm. E. Otis, Vice Pres.

Edward G. Otis, Cashier.

Members
of the
Clearing House
Association



AMERICAN NATIONAL BANK



OUR MODERN FIREPROOF HOME,
N. E. CORNER FIFTH AND
BROADWAY

The Marine National Bank

OF SAN DIEGO

Fifth Street, Between Broadway and E.

Extends Best Wishes to You for a Happy and
Prosperous New Year

YOUR ACCOUNT, LARGE OR SMALL, IS SOLICITED.
 3% AND 4% INTEREST PAID ON TERM DEPOSITS.
 DOMESTIC AND FOREIGN EXCHANGE
 ESCROW DEPARTMENT.

SAFE DEPOSIT BOXES

OFFICERS AND DIRECTORS

G. W. FISHBURN, President.

F. A. GARETSON, Vice President.

B. P. CHENEY.

WILLARD P. FISHBURN, Asst. Cashier.

C. H. WAGNER.

J. E. FISHBURN.

BANKS OF SAN DIEGO \$4,085,439.94

WE wish to express to our many patrons our grateful appreciation of the friendship and good will which we have enjoyed in the past, and to hope with all sincerity that their coming year may be filled with PEACE, PROSPERITY and HAPPINESS.

DIRECTORS

A. H. SWEET,
C. L. WILLIAMS,
J. PERRY LEWIS,
F. R. BURNHAM,
W. M. CROUSE,
R. M. POWERS.



OFFICERS

M. T. GILMORE, President.
J. W. SEFTON, JR., Vice Pres.
E. M. BARBER, Cashier.
C. L. REED, Asst. Cashier.
D. N. MILLAN, Asst. Cashier.

FIRST NATIONAL BANK

OLDEST BANK
IN SAN DIEGOUNITED STATES
DEPOSITARYCONDENSED STATEMENT AT CLOSE OF BUSINESS
NOVEMBER 10, 1915.

RESOURCES		LIABILITIES	
Loans	\$2,148,411.45	Capital Stock	\$ 150,000.00
U. S. Bonds and Premiums	190,000.00	Surplus (Earned)	150,000.00
Other Bonds	160,708.67	Undivided Profits (Earned)	102,611.84
Banking House	100,000.00	Circulation	150,000.00
Other Real Estate	9,470.33		
Stock in Federal Reserve Bank	9,000.00		
CASH AND EXCHANGE	918,219.50	DEPOSITS	2,983,198.11
Total	\$3,535,809.95	Total	\$3,535,809.95

OFFICERS

D. F. GARRETTSON, President.
F. W. JACKSON, Vice President.
W. B. WHITCOMB, Assistant Cashier.
F. J. BELCHER, JR., Cashier.
R. H. GUNNIS, Assistant Cashier.

NATIONAL BANK

Banking Service

Since its organization this strong, conservative Bank has kept pace with the wonderful development of San Diego. Under the supervision of directors who actually direct, coupled with an efficient staff in all departments, it is possible to offer patrons every service compatible with good banking principles.

We shall take pleasure in meeting or corresponding with those who contemplate making a change or opening new accounts.

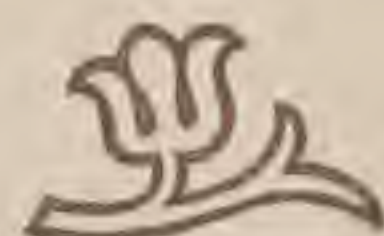
Safe Deposit Department
Steamship and Tourist
Department

Total Resources Over
\$2,000,000.00

OFFICERS:

J. W. Sefton, Jr., President.
C. L. Williams, Vice Pres.
L. J. Rice, Cashier.
I. L. Irwin, Vice Pres.
T. C. Hammond, Asst. Cashier.

Members
of the
Clearing House
Association

The
Southern Trust
and
Savings Bank

Combining, as it does, all the features of a
COMMERCIAL BANK,
SAVINGS BANK AND
TRUST COMPANY

under one roof, and under one management, is
equipped to meet the requirements of the
most exacting banking public.

CAPITAL \$ 350,000.00
DEPOSITS (Nov. 15, 1915) 2,450,989.02
RESOURCES 2,979,431.99

OFFICERS

G. A. Davidson, President.
Philip Morse, Vice President.
E. O. Hodge, Cashier.
L. G. Bradley, Asst. Cashier.
James Martin, Trust Officer.
W. H. Bradley, Manager La Jolla Branch.

U. S. Grant Hotel Building,
Home of
SOUTHERN TRUST AND SAVINGS BANK
"The Departmental Bank."

The chimes of our clock
will please you.

Our personal service will
please you.

We invite your business.

CITIZENS SAVINGS
BANK

OF SAN DIEGO

UNITED STATES
NATIONAL BANK

BROADWAY AT SECOND SAN DIEGO, CALIF.

Announces Its Policy and Standards
Under Its New Organization

Security

SECURITY is of course the first consideration. The conduct of a National Bank's affairs is regulated by Government rules along well defined lines required by Government authority—eliminating risks—insuring absolute safety.

Service

WE OFFER a banking service of the highest character. This bank, with its strong organization, will prove a valuable connection to any business house or individual. Our own wide connections reach any point with which you may have business. It is an unvarying policy of this bank to render a service that is uniformly courteous and efficient in the highest degree.

Co-operation

CO-OPERATION is a feature to which we attach great importance. We extend favors and assistance consistent with judicious banking principles.

Courteous
Treatment

"COURTEOUS Treatment to All" is more than a mere phrase at this bank—it is a first principle. You will find that the "personal element" is a real factor in the conduct of this institution, and our organization is such that you will receive the direct personal attention of the bank's officials. An account will be appreciated irrespective of its size; this institution is YOUR bank, whether you have a small amount to deposit or a large one. We pay three and four per cent interest on term accounts.

We invite you to call and discuss your banking problems with us, and become acquainted with the new personnel of the

United States National Bank

FRANK G. SPALDING, President.

A. REYNOLDS, JR., Cashier.

UNITED STATES DEPOSITARY

Dan Lyons. Fred Thomas.
Farmers' Implement and Vehicle Supply House

LYONS IMPLEMENT CO.
Dealers in

**IMPLEMENTS
and VEHICLES**

STUDEBAKER CARRIAGES AND WAGONS

AUTOMOBILES

Oliver Plows, Osborn Mowers, I. H. C. Engines, Imperial
Plows, McCormick Mowers, Road Machinery, Cul-
tivators, Deering Mowers, Auto Trucks,
Poultry and Stock Fences.

Corner Fourth and G Streets.

SAN DIEGO, CAL.



Simon Levi Company
of San Diego

**Wholesale Grocers
AND PRODUCE**
San Diego, Cal.

Main 4993

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U. S. GRANT HOTEL

BEAUTY PARLORS

MEZZANINE FLOOR

Every Instrument Used is Sterilized

ONLY EXPERT ASSISTANTS EMPLOYED!

Home Phone 1297

Pacific Main 297

Miss A. M. Rainford
THE FLOWER SHOP

1115 Fourth Street

San Diego, California

524 B Street

Main 1113

MRS. M. E. SIMPSON'S
CORRELATING LIBRARY AND CARD SHOP
Stationery and Novelties

Main 1113

524 B Street

White Motor Cars and Trucks



The aim in building White Cars is to satisfy those who demand an
uncompromised standard of quality and to meet every require-
ment of the ultra-discriminating taste.
The White reputation for mechanical merit is as old as the auto-
mobile industry itself, and before that, for half a century, the
name White has stood for mechanical excellence.

McBRIDE & MASTERTON, San Diego Agents.

CENTRAL GARAGE, 1041 Columbia St.
Day and Night Service.

Autocar Commercial Car
BUILT TO LAST A LIFETIME!

3000 lbs. Capacity Guaranteed Two Tons
For Business Expansion
M. S. BULKLEY & CO.,
831 Second Street.

Map Showing in Striking Way Strategic Advantages of San Diego and Its Relation to Other Sections as a Commercial Port.



STATE NORMAL'S EDUCATIONAL FACILITIES ADVANCE RAPIDLY

By EDWARD L. HARDY,
President State Normal School.

Since the last annual review of the history and development of the local state normal school was made, the legislature of the state has made biennial appropriations based upon the budget submitted by the trustees of the school and upon the recommendations of the state board of control, as follows:

Support and maintenance of the normal school, \$112,000; support and maintenance of the training school, \$11,750; for improvement of buildings, \$14,000; for improvement of grounds, \$5000; for furniture and equipment, \$1000; making a total of \$142,250.

The appropriations for the preceding biennium, ending July 1, 1915, aggregated \$155,100, or \$22,850 less than the appropriation for the current biennium period.

The more noteworthy additions to the school's equipment made during the past year include a shop for work in sheet metal and shops for the course in farm mechanics, which includes forging, concrete and cement masonry and moulting. A first class motion picture machine for educational work has been installed in the auditorium. Extensive repairs and improvements in the building, including the overhauling of the heating plant and the installation of the new cloth-filled open window ventilation in the training school, have been made.

Grounds improvements contemplated include extension of the water system to the north campus, extension of the lawn and an open-air gymnasium, with a canvas roof or sun-shield.

Following are the enrollment statistics:

Academic year 1911-1912, 245; academic year 1912-1913, 274; academic year 1913-1914, 322; academic year 1914-1915, 329, showing a gain in four years of 28 per cent. on an estimated enrollment for 1915-1916 of 370.

Training Schools

On the professional side, the most important development will be found in the reorganization of the training school along the lines of a plan which was adopted by the faculty at a meeting held at the close of last school year.

This reorganization is explained in a report recently made by Miss M. A. Heiler, director of the training school, as follows: "In the reorganization of the training school this year, there has been no attempt to introduce a new method of school teaching aimed to point out to the weary teacher or discontented parent precisely how the education of children should be carried on. It is merely an effort to apply the 'divine spark' of common sense to the teaching of children in our public schools and to show what really happens when a school starts out to practice some of the theories which have been lauded as the soundest and best ever since Plato's day—instead of laying the reality aside—reading, writing, spelling, language, arithmetic."

Tried in Other Sections

"Experimental schools alone this line may be found in various parts of our country—San Francisco, Alabama, to Gary, Indiana, and from there they have spread to other parts of the country. And to such as these the normal training school has turned for light on its problem of reorganization."

"Present day education demands that there be play and manual work as well as the 'divine spark.' Hence the basis of the program is the proper division of the working day which will meet these demands."

"For example, the time of the primary school, grades one to four inclusive, is divided as follows: 'One-half of the time is given to the regular studies—reading, spelling, language, arithmetic

and history-geography; one-fourth to special activities, such as music, drawing, manual training and nature study; and one-fourth to play. In the higher grades, five to eight inclusive, one-half the time is given to the regular studies, and approximately three-eighths to special activities, and one-eighth to play and athletics."

"Some of the rooms are to be fitted up as studios, laboratories, shops and assembly rooms because special activities can be carried on to better advantage there than in the regular type of class room. And because these same special activities are different for the boys and girls of the upper grades, the sexes are segregated in their regular studies also."

"One must not have the idea that the rooms designated studios, laboratories, etc., are already fitted up for the use of the children. Far from it. The present plan, under the school of material for its own particular use is the motive for all special activities."

"The child's instinct for play is satisfied through organized games, toy making, and other construction based on the play motive. The curriculum is further vitified by making the play and construction the motive for the more serious work of language, spelling, and writing."

Field Work Important

"Mr. Skilling's successful work in gardening, horticulture, citrus fruit raising, etc., has been a great help in raising will be intensified as facilities for it are enlarged. "Excursions and field trips will be the basis for geography and nature study. Iron, sheet metal, and concrete will be added to the wood work shop."

"It must be noticed that half of each working day is given to the so-called three R's. And in order that they be more thoroughly taught and with less waste of a child's time and energy, the best and most modern methods are being used. The pupils' progress is tested frequently by the use of standard tests in arithmetic, writing, spelling, reading and language."

"No opportunity is overlooked for finding a motive for all the above work in the special work which is absorbing the children at any particular time."

"For example, a part of the eighth grade arithmetic has been the planning and the calculation of the cost of a building. The children are very anxious to see a part of the school property and are more than willing to help in making it."

"In this department which today calls itself a training school, all are working untiringly and loyally, so that it may hereafter more richly name itself a life. And the hope is that all children who enter in search of truth that may find, will be conscious of the true ideal dominating the whole—namely, the development of the right attitude of the individual to self as related to others, and the development of the individual's initiative to all his own processes."

Legislative Changes

Important legislation affecting the state normal schools was adopted at the recent session of the legislature. The old joint board of normal school trustees, consisting of delegates from the local boards of trustees of the several normal schools, has been abolished and all of the normal schools, for purposes of increased efficiency and correlation of work, have been placed under the general educational control, as to courses of study, admission of students of the State Board of Education."

"The state normal school model and training schools, in which normal school students do their practical teaching and which were formerly supported in whole or in part by the cities in which they were located, are now state schools and are supported by direct legislative appropriation. This change is method of support, however, does not pass away from the normal school and its relation to the public schools of the state, which is another piece of new legislation entitles a normal school to be considered as a subordinate or 'model' school to the public schools of the state and thus to gain the practical

STATE SOCIETIES PERFORM VALIANT SERVICES BOOSTING WONDERS OF GOLDEN WEST

By MISS JEAN B. COOPER,
Secretary Federation of State Societies.

On May 11, 1911, in the grill of the U. S. Grant Hotel, the Federation of State Societies was organized. The following officers were present:

Minnesota, North and South Dakota, Nebraska, New England, Massachusetts, N. O. Thompson, New York, C. A. Whitmore and J. W. Watson; Illinois, Mrs. E. W. Feakins and Miss Maude Garfield; New York, Allen H. Wright and Mrs. C. W. Coburn; Iowa, George F. Mahler; Kansas, A. G. Stacy and Mrs. H. S. Coward; Pennsylvania, A. E. Elser and J. P. Warren; John L. Elser and S. W. Bell; Colorado, Mrs. J. A. Reed and George T. Rogers; Kentucky, E. L. Houtt; Maine, E. B. Groves and T. M. Russell; Michigan, D. F. Glidden, James McArthur and Mrs. McKee; Arizona, P. W. Downes.

An elaborate banquet the discussion of a permanent organization to be known as the Federation of State Societies was discussed, and a constitution and by-laws were drawn up. The purpose of the organization was to obtain useful information for the benefit of all state societies, to enable them to meet the purpose for which they have been formed; to promote sociability, good fellowship, fraternity, patriotism and good government and to advance the interests of the state in which they are located; to keep alive and preserve the tender memories, the ties and friendship of the old home state and make it the personal duty of the members to let their friends at home know the good things which they are doing to bring to the Golden West.

Each state society has five delegates, which delegates have the right to vote and make rules for the federation. They meet once a month to carry on the business of the organization.

Before the Panama-California Exposition opened, the federation sent thousands of letters back East to their friends and home town papers, and thousands of people who have visited the Exposition in this past year came as a result of this circular letter.

When the federation organized, there were ten states represented; today there are forty-four. All but ten of these are affiliated with the federation and the smaller ones soon will be.

The following states are affiliated at the present time: Alaska, California, Colorado, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Maine, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, New Jersey, New Mexico, New York, North Dakota, Ohio, Oregon, Pennsylvania, Scottish Gaelic.

First-hand contact with the public school room conditions so much needed.

To supplement this legislation, provision should be made for a model rural training school of the consolidated school type, to be located in the country near a suburban railway line, but in the midst of typical rural conditions. Pending some provision for adequate rural school training the normal school is making use of an "ungraded" room located on its campus and upon a limited number of assignments of students to nearby rural schools for co-act teaching.

While the greatest present need of the normal school is to be found in the demand for better facilities for the training of rural school teachers, the institution will not be neglecting its full service to the state until it finds ways and means for meeting the demands of teachers in service for continued professional work and development. For these teachers the school should supply correspondence courses, summer sessions work of a solid professional character, and, perhaps, evening school and Saturday classes.

HAGE'S CREAMERY HAS EXCEPTIONAL FACILITIES

Reputation For Having Only the Purest and Best, Earned By Over 24 Years of Giving Good Values and Service.

Hage's Special Fresh Butter and Hage's Special Fresh Cottage Cheese Said to Be Pure and Quality Products.

Twenty-four years ago Mr. W. E. Hage started the splendid business that today bears his name, achieving a success that has been due to untiring work and a determination to give the very best of service. Hage's Creamery today is a credit to the city of San Diego and is regarded as one of the representative concerns of Southern California. The story of the beginning and growth of the business is an interesting one, and shows what can be done by hard work and plenty of it.

It was in 1891 that Mr. W. E. Hage started a milk route in San Diego. He had only one wagon and a single horse. After some years he combined with another dealer and the business was conducted as a partnership for five years. All this time the business was growing, and when Mr. Hage took over the interest of his partner he had the nucleus of a organizing business. Thus, there, and hereafter, was the seed of Hage's Creamery.

Gradually the business of Mr. Hage grew until in 1900 he started in a wholesale way. At that time he began furnishing milk to small dealers and had a capacity of about one hundred pounds of butter daily. Before this he had continued his efforts to the retailing of milk. As the business grew, however, it expanded and soon Mr. Hage was adding wholesale territory. At time passed the extent of the business became such that it was not confined to this city, people in other cities being furnished. Gradually also, the facilities of the plant were increased. Fifteen years ago Hage's Creamery was making 100 pounds of butter daily; today it has a capacity of 5000 pounds.

Ten years ago Mr. Hage became impressed with the possibilities in San Diego's milk industry. Backing up his belief by a novel and liberal policy of supplying modern dairy equipment to back country ranchers and allowing them to pay for it on easy terms. This has made it possible to develop the dairy industry out in the country in a section that was formerly given over to the raising of grain. Besides giving Mr. Hage an additional source of supply, his liberal policy has also made him a host of friends among the ranchers.

Hage's Creamery has been built along substantial lines and shows the achievement of a quarter of a century. From the first it has striven to possess the very best values and efficient service. Today the name of "Hage's" is a household word in San Diego county and is synonymous with what is best and purest. Consumers and dealers alike know that the products of Hage's Creamery have an established reputation for purity and quality.

Hage's Special Fresh Butter is sold in practically every grocery store in this section. In order that the best ingredients, under conditions most sanitary, it cannot be equaled and has the added advantage of being always uniform in texture. Hage's Special Fresh Cottage Cheese is a product that is growing in popularity. It is the result of years of work, experimenting and combines a healthful food and a delicious dessert. It is combined with the "Hage's" Butter, which, Professor Mendenhall, assistant director of the U. S. Food Institute, found to be responsible for the longevity of the butter.

Hage's Creamery, in order that the customer might have economical and yet tasty ways of preparing Hage's Special Cottage Cheese, made arrangements with Prof. Wymore, a well-known culinary expert, to write a recipe book full of valuable information. This book is entitled "Hage's" and so that has been the demand for it that it was found necessary to get out a second edition. No charge is made for this book of recipes and anyone interested may obtain a copy by writing or calling at Hage's Creamery, 701 Fifth Street.

Hage's Special Fresh Cottage Cheese is put up in sanitary paper containers and has been placed on sale generally. Because it is so conveniently packed it is popular with tourists who are stopping in apartment houses, as well as with San Diegoans.

It is understood that plans are being considered for the enlargement of Hage's Creamery. These plans, it is understood, call for extensive improvements, which are made necessary by expanding business. Already the dairy system has been augmented by modern auto trucks. In years it is a long back look to 1891 when Mr. W. E. Hage started in business in San Diego. But to a busy man time passes quickly, and especially to one who has achieved what Mr. Hage has.

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CITY LANDS HELP EFFICIENT STREET RAILWAY HANDLES EXPOSITION CROWDS SAN DIEGO LURES SOLVE LABOR PROBLEM "CLOVER LEAF TRIP" TOUCHES ALL FAMOUS SCENIC POINTS MANY FAMOUS VISITORS

Pueblo Farm, Once Barren, Now Covered With Rich Forest

ROADS INCREASE VALUE

La Jolla to Del Mar Mesa Coast Beauty Spot of County

By MAX WATSON, Superior Pueblo Lands.

Anyone who has looked at a map of San Diego has no doubt wondered why the city limits should extend far beyond the city proper, and why the city should own so much of the land around it. The answer is simple. The city owns the land on which the exposition is being held, and the city owns the land on which the exposition is being held.

To find an answer for this we must go back to the days when San Diego was the Pueblo of San Diego. At that time the city was a small town, and the land around it was owned by the Pueblo of San Diego. The city then owned the land on which the exposition is being held, and the city owns the land on which the exposition is being held.

Thereafter when California became a state, a hearing was held in San Diego for the purpose of determining what land should be set aside for the city. The city then owned the land on which the exposition is being held, and the city owns the land on which the exposition is being held.

City Lands Title. As time passed and the place grew, more of the land south of the city was needed. The city then owned the land on which the exposition is being held, and the city owns the land on which the exposition is being held.

Many Acres Cleared. This work has continued from that time until over 500 acres of land has been cleared and put under cultivation. The city then owned the land on which the exposition is being held, and the city owns the land on which the exposition is being held.

During the spring of 1915 a camp was opened for giving work to the unemployed of the city in the development of the land. The city then owned the land on which the exposition is being held, and the city owns the land on which the exposition is being held.

Sightseeing Tours. A condition that has been appreciated by most of San Diego's visitors was the ease and comfort in which sightseeing tours covering San Diego and suburbs were accomplished via electric lines. The city then owned the land on which the exposition is being held, and the city owns the land on which the exposition is being held.

The plan of this land should be through leasing to private parties to small tracts. At present the drawback to this is the lack of a sufficient water supply for irrigation purposes. It will only be a matter of a short time before such a supply is secured and then all of this land will become of great value to the city. The city then owned the land on which the exposition is being held, and the city owns the land on which the exposition is being held.

This land is an inheritance which the city can use in such a way that it will become of great value to the city. The city then owned the land on which the exposition is being held, and the city owns the land on which the exposition is being held.

The city of San Diego may be thankful that some of our early citizens and agricultural associates.

New Safety Car to Be Feature of Proposed New Service

"Preparedness" was the watchword of the management of the San Diego Electric Railway Company in anticipating the rush of travel during Exposition year. The result was that the arrangements made for transporting people to and from the exposition as well as to the numerous places of interest in and about the city of San Diego, most of which are directly on the lines of the electric railways were little less than perfect.

Just prior to 1915 the company constructed a line running on double track from 12 to the main entrance of the exposition. This double track was 1.5 miles long, and at the same time it served to connect a line running on B, Third and F streets, so that in a few minutes' ride passengers could get out of the city proper.

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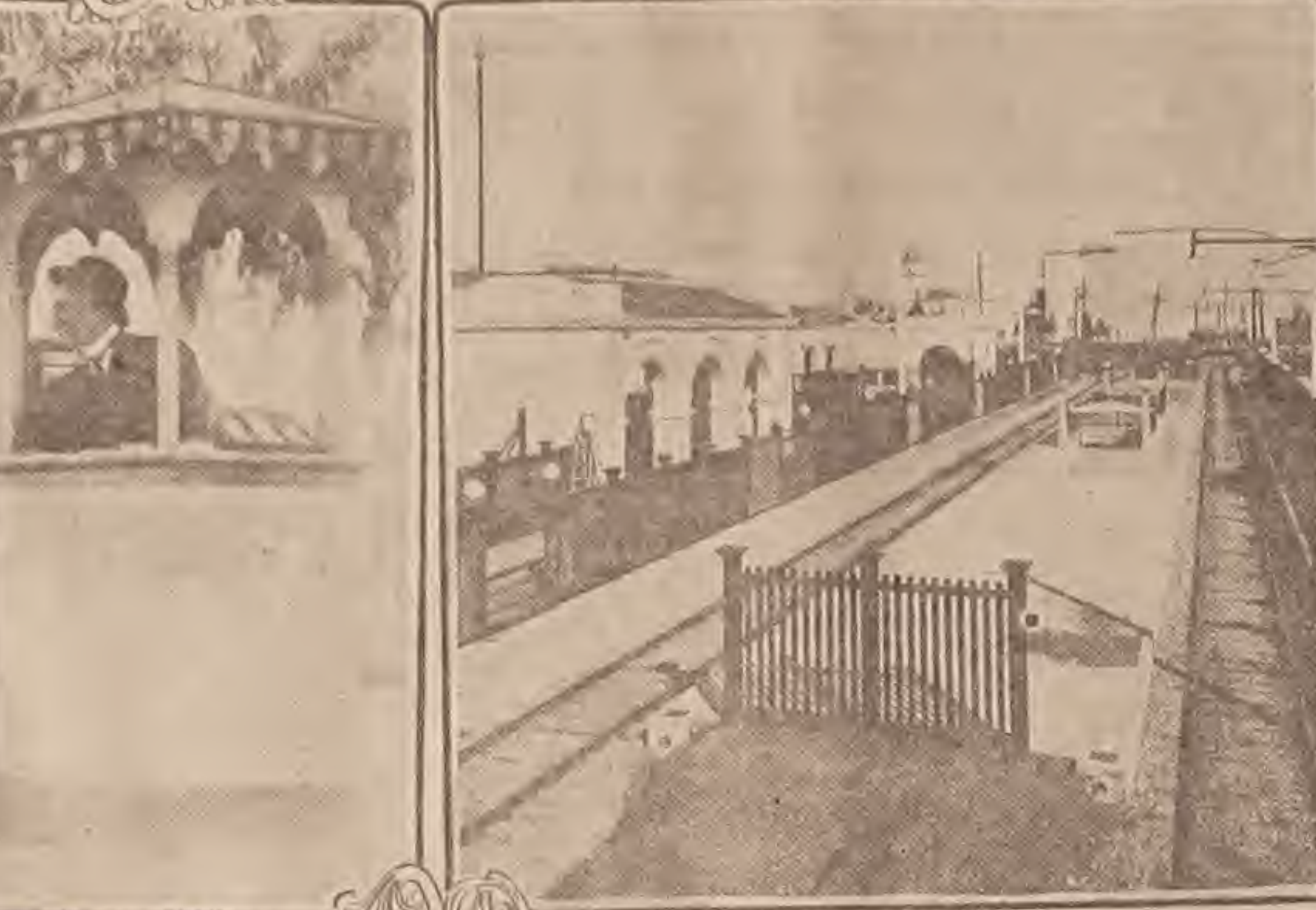
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How a car is general use in San Diego



Exposition Terminal



Small clips on Clover Leaf Trip

much toward justifying the pride that local people exhibit in the street car system.

The following is a copy of an interesting article from the Trolleyman, a magazine published by H. G. Lane in this city.

"OUR RAILROAD SYSTEM. The street car company of San Diego occupies a singular position in the history of the city. Most communities own their own street car system, and in many cases the street car is the lifeblood of the city, but such is not the case in San Diego. The street car is the lifeblood of the city, but such is not the case in San Diego.

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Prominent Men and Women Delighted With Charm Of Dream City.

(Continued from Page 1)

Madame Brocton Schumann, Heine, Prima Donna. Admiral T. B. Howard, former Commander of Pacific Fleet. William Randolph Hearst, Head of Hearst Syndicate, San Francisco. Joseph Howell, Congressman from Utah.

John W. Hayes, Secretary of National Typographical Union. R. H. Hild, Vice-President, Panama-Pacific International Exposition.

Charles F. Hamilton, Chairman, Board of Governors of Federal Reserve. Dr. George W. Hough, Secretary National American Insurance Union.

Thomas Johnson, Governor of California. Andrew A. Jones, Assistant Secretary of the Interior. John R. Kendrick, Governor of Wyoming.

John W. Kern, Senator from Indiana. Franklin K. Lane, Secretary of the Interior. Charles Lieb, Congressman from Indiana.

Nicholas Longworth, Congressman from Ohio. Charles F. Lummis, Secretary of Smithsonian Society. James M. Lynch, Labor Commissioner of New York.

Siegmund Lubin, Lubin Manufacturing Company. Hon. Seth Low, former Mayor of New York. Ernest Lister, Governor of Washington.

Senator Henry Lane, Portland, Oregon. John Jacob Lutz, Chief Governor of Missouri. Elliott W. Major, Governor of Missouri.

William C. McDonald, Governor of New Mexico. Thomas R. Marshall, Vice President, United States. Porter I. McCumber, Senator from North Dakota.

William Gibbs McAdoo, Secretary of the Treasury. Sir Alfred Mosely, London, England. Marcus M. Marks, President of Borough of Manhattan.

Charles C. Moore, President, Panama-Pacific International Exposition. Norman E. Mack, Chairman, National Democratic Committee.

Madame Montessori, Educator, Italy. Miss Anne Morgan, New York. Miss Elizabeth Marbury, Maharaja of Kapurthala, India.

Consul-General Y. Numata, Japan. James G. Mac, Congressman from Illinois. Commander Not, Japan.

George B. Oliver, Senator from Pennsylvania. Lucius E. Pinkham, Governor of Hawaii. James D. Phelan, Senator from California.

William Phillips, Assistant Secretary of State. Samuel M. Ralston, Governor of Indiana. Theodore Roosevelt.

Franklin D. Roosevelt, Assistant Secretary of the Navy. Charles H. Randall, Publisher. James Ralph, Jr., Mayor of San Francisco.

Friend W. Richardson, State Treasurer of California. Colonel H. P. Rucker. John M. Slaton, former Governor of Georgia.

William Spry, Governor of Utah. H. C. Stuart, Governor of Virginia. William J. Stone, Senator from Missouri.

S. M. Sparkman, Congressman from Florida. C. M. Steadman, Congressman from North Carolina. R. M. Switzer, Congressman from Ohio.

Charles M. Schwab, Bethlehem Steel Co. L. M. Shaw, former Secretary of Treasury. Count Smoot, Senator from Utah.

Count and Countess del Valle de Salazar, Spain. C. E. Sebastian, Mayor, Los Angeles. Billy Sunday, Evangelist.

William W. Smith, Senator from Michigan. William Spruille, President, Southern Pacific Railroad. Jacob W. Schiff, Financier.

William Howard Taft, Ex-President. William Hale Thompson, Mayor of Chicago. Chester W. Thompson. Colonel Ralph E. Twifield, New Mexico.

Wade Warren Thayer, Exposition Commissioner from Honolulu. John K. Tenner, former Governor Pennsylvania. President National Baseball League. Admiral Baron Sotakichi Uris, Japan.

Charles S. Whitman, Governor of New York. John W. Weeks, Senator from Massachusetts. Willie Wanchap Wilson, Secretary of Labor.

Harold Bell Wright, Author. William Woodhead, President, Associated Al Clus of World and Business Manager Sunset Magazine. Judge and Mrs. Simon Wolf.

Governor Willis, Ohio. John D. Works, Senator from California. M. C. Hansen, Publisher. Senator Theodore E. Burton, Ohio.

Elizabeth Towne, Publisher of the Nautilus. Mrs. Potter Palmer, Chicago. Miss M. Carey Thomas, President Bryn-Maver College. General George W. Gostalk. Thomas A. Gilson. Harry Ford.

Helen Penrose, Senator from Pennsylvania. BEES HONEY, ORANGES

At a recent meeting of the California Beekeepers' Association it was estimated that the honey produced in California will have an annual valuation of \$50,000,000. In Riverside county alone, it is estimated that there is annually lost \$500,000 in orange honey due to the lack of bees. Citrus growers are commencing to realize the benefits of a few stands of bees in their groves and are placing them in safe places. One small apiary in an orange grove produced 235 pounds of honey by the bees. One apiary containing 1000 stands of bees realized over seventy tons of honey.

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LOS ANGELES COUNTY HIGHWAYS.

Shipments for the last three years have been heavier than from any other mill west of Chicago, demonstrating that the demand of leading contractors and dealers is for RIVERSIDE CEMENT.

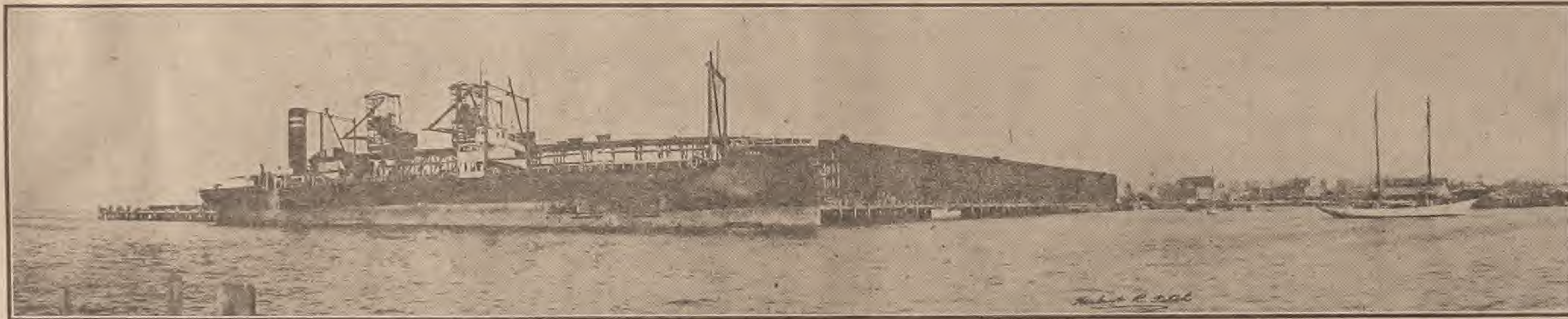
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Coke

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Durham 96 Hour Washed Foundry Coke
Durham By-Product Foundry Coke
from Georgia

Smithing Coal Consolidation Coal Co.'s Genuine
George's Creek from Maryland.

Pig Iron Sloss Sheffield Steel and Iron
Co.'s Pig Iron from Alabama.